

Title of Intervention: Children's Traffic Safety Program

Intervention Strategies: Group Education, Campaigns and Promotions

Purpose of the Intervention: To increase seat belt usage among students

Population: Kindergarten through second grade students

Setting: Ninety-five urban schools in Tennessee, school-based, community-based

Partners: Tennessee Department of Transportation

Intervention Description:

- **Group Education:** The safety curriculum included four units: seat belt use, pedestrian and bicycle safety, safe behavior in and around school buses and unsafe rides. Teachers used videos and activities with the lessons. The five child safety videotapes used in the program were produced and marketed by Walt Disney Studios. They included Mickey Mouse: Safety Belt Expert, I'm No Fool on a Bicycle, I'm No Fool (Pedestrian), Winnie the Pooh's Great Bus Adventure and I'm No Fool in Unsafe Places. Students received activity books containing several pages to color and complete for each unit.
- **Campaigns and Promotions:** A community education program consisting of television, radio and newspaper features took place over the same period as the school-based program. Public service announcements emphasized the same traffic safety information conveyed in the four unit school-based program and were timed to coincide with the material presented in the school-based program. Features were on local television stations during the evening news, in newspaper articles in the major morning and evening newspapers and on radio programs. Traffic safety public service announcements were also aired on two television stations and in local theaters before every movie.

Theory: Not mentioned

Resources Required:

- **Staff/Volunteers:** Teachers, Observers
- **Training:** Teacher in-service
- **Technology:** TV, VCR
- **Space:** Classrooms
- **Budget:** Not mentioned
- **Intervention:** Safety curriculum, videos, activities, public service announcements
- **Evaluation:** Not mentioned

Evaluation:

- **Design:** Cohort analytic study
- **Methods and Measures:** Seat belt usage was monitored by observers at schools.

Outcomes:

- **Short Term Impact:** Not measured
- **Long Term Impact:** Schools with lower income level and good program implementation had a significant increase in seat belt usage.

Maintenance: Not mentioned

Lessons Learned: This study demonstrated that a combined school-based and community-wide traffic safety program can be implemented successfully on a widespread basis and can result in increased seat belt use. Young children can serve as effective participants in providing traffic safety information to previously inaccessible lower income families and communities.

Citation(s):

Hazinski, M. F., V. A. Eddy, et al. (1995). "Children's traffic safety program: influence of early elementary school safety education on family seat belt use." *J Trauma* 39(6): 1063-8.